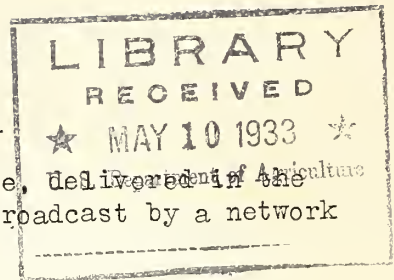


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IMPROVING THE FARM LIVING AND FAMILY INCOME



A radio talk by Mrs. Ola Powell Malcolm, Extension Service, delivered in the Land Grant College program of Wednesday, April 19, 1933, and broadcast by a network of 50 associate NBC radio stations.

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More than a million women and girls last year through the help of extension agents actually made country homes better places in which to live with the expenditure of very little cash except what was added to the family pocketbook by sales of surplus farm home products.

"Food production and conservation did more than keep the wolf away from many farm doors last year; it kept the sheriff away also," a State extension director reports.

Cash returns from home industries and women's marketing enterprises have been the only means of caring for farm home expenses where crop sales fell below production costs, banks failed, and other reverses came. A very apt and widely used slogan last year was "Every Pantry a Bank," where the family cashes its checks for wholesome and palatable food.

Texas farm women purchased 16,000 steam pressure canners and 10,000 tin can sealers in 1932. One hundred million containers of fruits, vegetables, and meats were canned in this State last year as compared with 55 million in 1931. These 100 million containers of food were put up according to modern scientific methods by thousands of farm women and girls under the guidance of 160 home demonstration agents in the State.

One woman demonstrator produced, canned and stored, from one-fourth acre garden products valued at \$700. This was equivalent in value to 20 bales of cotton requiring not less than 40 acres of land to grow. Another says her garden reduced the family grocery bill to \$2.50 per month. Sixty-eight farm families engaging in a "Farm food saving contest" produced food valued at more than \$550 on each farm.

Home demonstration club women in their effort to augment the family income have planned in a systematic way to build reputations for quality products, friendly courtesy and businesslike dealings. Their special labels, cartons, and tags have already become symbols of quality. Many women are producing and selling on an individual basis from \$500 to \$1200 worth of farm home products annually. Forty women in an Arkansas club market enjoyed sales that amounted to \$4500 in a period of 37 weeks. One woman reported "My canned chicken brings me 75 cents per hen while the ordinary market price is 20 cents."

Each year increasing numbers of farm women's markets have been established. Farm women in 36 North Carolina counties operated 42 home demonstration markets last year. They sold their farm home products for \$324,918.85. Thirty-three thousand girls and women enrolled in home demonstration work in 41 Alabama counties reported that the total value of products sold and consumed at home amounted to over four million dollars.

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Many farm families this past year produced a few more dozen eggs, a few more pounds of butter, an extra supply of vegetables and fruits, and many savory and attractive food products, without much more expense than it took to produce just enough to meet the family needs. Few businesses now exist in which the family as a whole participates. So the farm occupies a unique place in family life.

Rug making has become a pride and pleasure to hundreds. Women in one county in Florida reported marketing \$1500 worth. In numbers of homes in Tennessee mountain counties the only cash income the past year came from sale of hooked mats and rugs. More than \$15,000 worth were sold by these women last year. About 100 farm women made and sold over 200 hooked rugs to leading department stores in Texas last year. Women in a number of States have developed a wealth of initiative in using resources at hand for profit as well as for pleasure.

As the influence of this home demonstration work spreads, increasing numbers of women and girls will add to the comforts of the home, shape its environment into lines of beauty and increase its attractiveness till the home shall become the greatest magnet of our people. For once in the history of civilization, we will have a common people thoroughly trained within the lines of their duties, full of science of how to get a living, refined, courageous, and loyal to government and to God.